

**NDEP Hispanic/Latino Campaign
Media Advisory Template**



FOR IMMEDIATE RELEASE
{DATE}

Contact: {CONTACT NAME AND
PHONE NUMBER}

**{ORGANIZATION'S NAME} ANNOUNCES NEW VERSION OF AWARD-
WINNING CAMPAIGN FOR HISPANICS/LATINOS WITH DIABETES**

{CITY, STATE} — Today, {INSERT YOUR ORGANIZATION'S NAME} has partnered with the National Diabetes Education Program (NDEP) to launch *Thunder and Lightning*, the English-language version of the award-winning 1998 Hispanic/Latino awareness campaign, *Rayos y Trueños*, for the English-speaking Hispanic/Latino community.

Diabetes is the 6th leading cause of death among Hispanics/Latinos, and the 4th leading cause of death among Hispanic women and the elderly. Hispanics/Latinos are not only at a higher risk of developing and dying from diabetes, but also twice as likely to suffer from more severe complications. "Many Hispanics/Latinos do not have enough information about diabetes control and prevention," said {NAME AND TITLE}. "We are pleased to be a part of this important effort for the Hispanic/Latino community."

Thunder and Lightning is a part of a national campaign by the NDEP entitled, *Control Your Diabetes. For Life.* The goal of the campaign is to raise awareness about the seriousness of diabetes and to encourage people with disease to take control. "Control can make an enormous difference in the lives of people with diabetes. By monitoring their blood sugar levels,



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Sponsored by the National Diabetes Education Program
A Joint Program of the National Institutes of Health and the Centers for Disease Control and Prevention
<http://ndep.nih.gov/> or <http://www.cdc.gov/diabetes/>

eating right and being physically active, and taking their medications as prescribed, people with diabetes can live longer, healthier lives,” said **{NAME AND TITLE}**.

“Working in our communities, we knew that diabetes was a common and costly health problem. **{INSERT YOUR ORGANIZATION’S NAME}** has joined with the NDEP to increase awareness that diabetes is a serious disease that can be controlled,” said **{NAME AND TITLE}**. *Thunder and Lightning* and *Rayos y Trueños* give us the tools we need to effectively support the Hispanic/Latino community.” **{QUOTE OR STATEMENT REGARDING ORGANIZATION’S DIABETES ACTIVITIES}**.

To find out more about diabetes or how you can deliver NDEP messages to your community, please contact **{INSERT YOUR ORGANIZATION’S PHONE NUMBER OR USE CDC’S NUMBER: 1-877-232-3422, SE HABLE ESPAÑOL OR NDEP’S NUMBER: 1-800-438-5383}** or visit **{INSERT YOUR ORGANIZATION’S WEBSITE ADDRESS OR USE THE NDEP’S WEBSITES: <http://ndep.nih.gov> or <http://www.cdc.gov/diabetes/>}**.

The NDEP is the first joint program on diabetes by the Centers for Disease Control and Prevention and the National Institutes of Health.

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